

5/A
10/15/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Rodriguez

Serial No.: 10/073,842

Filed: 02/11/2002

For: **Management of Television Advertising**

Confirmation No.: 6628

Group Art Unit: 2611

Examiner: **Grant, Christopher C.**

Docket No. 191920-1240

RECEIVED

OCT 01 2003

Technology Center 2600

AMENDMENT AND RESPONSE

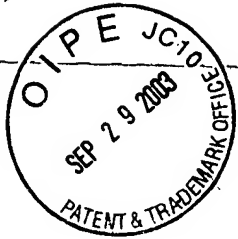
Mail Stop: Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

The outstanding non-final Office Action mailed *June 25, 2003* (Paper No. 4) has been carefully considered. In response thereto, please enter the following amendments in which claims 1-78 are canceled, and claims 79-104 are added. Claims 79-104 are now pending in the present application. Reconsideration and allowance of the application and presently pending claims, as amended, are respectfully requested.

AUTHORIZATION TO DEBIT ACCOUNT

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 20-0778.



CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to:

**Mail Stop Non Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexendria, VA 22313-1450**

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on 9-25-2003

Sami O. Malas

Sami O. Malas

In re application of: Rodriguez

Group No.: 2611

Serial Number: 10/073,842

Examiner: Christopher Grant

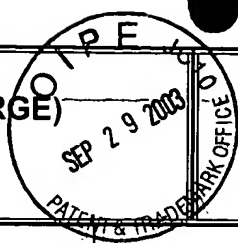
Filing Date: Feb. 11, 2002

Title: **Management of Television Advertising**

Attached are the following documents for filing with the USPTO:

Postcard
Amendment Transmittal Form
Amendment and Response

AMENDMENT TRANSMITTAL LETTER (LARGE)



Docket-No.

191920-1240

Applicant(s): **Rodriguez**

Serial No.
10/073,842

Filing Date
02-11-2002

Examiner
Grant, Christopher C

Confirmation No.
6628

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Invention: **Management of Television Advertising**

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Transmitted herewith is Amendment and Response in the above-identified application.

The fee has been calculated and is transmitted as shown below

CLAIMS AS AMENDED

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	26 -	78 =	0	X \$18.00	\$0
INDEP. CLAIMS	4 -	10 =	0	X \$84.00	\$0
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$280.00
EXTENSION FEE	1 ST MONTH <input type="checkbox"/> 110.00	2 ND MONTH <input type="checkbox"/> 410.00	3 RD MONTH <input type="checkbox"/> 930.00	4 TH MONTH <input type="checkbox"/> 1,450.00	\$0
Other Fees:					\$0
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					\$0

- ☒ No additional fee is required for the Amendment and Response.
- ☐ Please charge Deposit Account No. _____ in the amount of _____
- ☐ A check in the amount of _____ to cover the filing fee is enclosed.
- ☒ A Credit Card Payment Form PTO-2038 is attached in the amount of \$ _____
- ☒ The Director is hereby authorized to charge any deficiencies of the above fees or credit any overpayment to Deposit Account No. 20-0778.

Sami O. Malas

Sami O. Malas, Reg. No. 44,893

9-25-03

Date